

CS 97-55

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APR 3 1997

Federal Communications Commission
Office of Secretary

March 10, 1997

Honorable Hundt,

It's a pleasure writing you today.

I will be brief and to the point
not to waist your time.

I like to oppose "age-based" rating
system for our television industry and
support a "content-based" system.

We need to restore America's morality
which is greatly based on what America's
children watch daily and look up too.

Thank you
Rocky

Rocky Roach
6308 Shelby Lane
Va. Beach, Va 23464

(757) 366-4440

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CS 97-55

APR 3 1997

Federal Communications Commission
Office of Secretary

March 16, 1997
1041 5th St.
Pawnee City, Ne 68420

Honorable Reed Hunt
Chr. of Federal Communication Committee
1919 M St. NW
Washington D.C. 20554

Dear Sir:

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I am writting in regard to the TV rating system. I think that we need a different rating system such as the Content-based system. We also need a family hour restored and much more. Our TV programs are terrible anymore! Not any child should watch hardly anything on the TV. Each program either has shooting, sex or terrible language used. No wonder our kids are shooting each other, using such vile language and we have all these teenage mothers. Get back to the good old programs that were fun to watch and didn't have all of this.

Sincerely,

Yvonne Dalluge
Yvonne Dalluge

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COURT ST. CABRINI NO. 1466

CATHOLIC DAUGHTERS OF THE AMERICAS

FERGUS FALLS, MN 56537

CS 97-55

March 16, 1997

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APR 3 1997

Chairman Reed Hundt
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL Federal Communications Commission
Office of Secretary

Dear Sir:

We write to you as a collective group of concerned Christian women (members of Catholic Daughters of the Americas, Court St. Cabrini #1466). We are a large National Organization who are deeply concerned about the rapid decline of morality in society (deterioration of values and decency) which we believe has occurred because young impressionable minds have been desensitized by what they are seeing during prime time television.

We assumed that when the rating system was implemented it was with the intention of eliminating unsuitable material from the prime time viewing hours of 8 and 9.

We feel that these are critical hours of influence for these young minds to absorb. We need to protect them (as responsible adults) from accepting this material as appropriate behavior. What they watch now (while in these formative years) will definitely affect their adulthood.

We don't want another Jeffrey Dahmer or Ted Bundy. Immorality and violence seems to be escalating and it is appalling how it is glamorized on television. We ask that you enforce good rating standards for the kid's sake. Their future depends on it.

We discussed this at our last meeting with all members in concurrence. Thank you for your consideration on this important matter.

Sincerely,

Meg Schmidt, Regent

For Court St. Cabrini #1466 Members

BW/ms

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-U.

Midland, MI 48

CS97-55

Hon. Reed. Hunt, Chairman
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

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APR 3 1997

Federal Communications Commission
Office of Secretary
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Dear Sir;

RE: Age-based TV rating System.

Please be advised that I am strongly oppose
to the age based TV rating system. A content
based system is a must if our country is
going to be a decent place to raise a family.
Please restore the family hour & help clean
up television so it can be enjoyed by
people with decent values.

Thank you
Janice Lays

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Office of the Secretary,
Federal Communications Commission
1919 M St. NW
Washington DC 20554

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APR 3 1997

Federal Communications Commission
Office of Secretary

CS Docket No. 97-55

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3/4/97

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APR 24 1 20 PM '97

CABLE SERVICE

Dear FCC,

I appreciate the opportunity to file this formal comment concerning the ratings system recently implemented by the television industry.

It is my view that the age-based system that has been adopted by the television industry is not adequate to accomplish the goal for which it was implemented. There are several ways that an age-based system fails, and I would like to draw your attention to two of them.

The first problem is that it is administered by the television industry itself. If the goal is to protect our children from explicit sex, violence, and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". Whatever ratings system is implemented, it must be administered by those who have the best interests of America's children as their motive. The television industry is incapable of rating the content of their own productions, because profit is their primary motive.

Secondly, a poor ratings standard is worse than no ratings system at all. The current age-based system gives no guidelines concerning the offensive *content* of the shows. If we don't specifically address what is offensive in a given show's *content*, then all we are doing is giving the television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

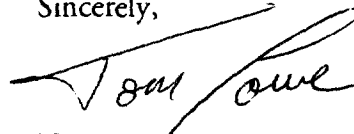
Instead of the current age-based system, a better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers *all* viewers protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming.

The best solution is for the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

I urge the FCC to implement content-based ratings, which afford Americans the *most* protection possible.

Sincerely,



Tom Lowe
10445 Wright Road
Eagle, MI 48822

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APR 3 1997

3-20-97

Dear Mr. Hundt -

Federal Communications Commission
Office of Secretary

I am writing to voice my opinion in FULL OPPOSITION to the industry rating system that is age-based. As a mother of two and as a Special Education teacher of Emotionally Disturbed children I am horribly frustrated by the lack of common sense of such a system. We need CONTENT information about all the shows available to our children. Our society is rising to the LOWEST level available on TV, MOVIES and MUSIC. I can not guide with-out the means to judge what can be allowed for viewing.

I AM REQUESTING A RATING SYSTEM THAT INCLUDES PROGRAM CONTENT DESCRIPTORS. I will canvas my neighborhood and school to do the same.

Thankyou,

Mrs. Deborah Rudolph
5828 High Bluff Ct.
Burke VA 22015

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'APR 3 1997

Federal Communications Commission
Office of Secretary

3/19/97

Reed Hundt
FCC
2025 M St NW
Washington DC
20554

DEAR MR. HUNDT - ~~RENEATH~~

I am Michelle Young I am the mother of 3 young school age children. Who watch TV in the afternoon. And I am shocked at the trash you allow in this time frame. I think talk shows should be on in the early morning. And some of the cartoons should be rated PG or TV for trash or be rated V for violence like Power Rangers, and Bart Simpson. The children are idolizing the Power Rangers and the violence they stand for. And this must should be censored or something. We pay for Cable TV. and most of it isn't fit to be watched. I hope you can do something about this situation.

Sincerely yours;

Mrs. Michelle Young

P.S. Please let me know your views on this matter.

Mrs. Michelle Young
8 A Manning Homes
Sheffield, Ala 35660

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Judy Simpson
1768 Eastwood Drive
Lexington, KY 40502

March 31, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
C/O Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

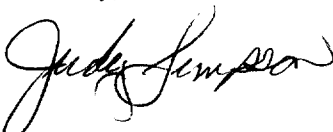
I am writing on behalf of the National PTA and the Fayette County PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents;
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Judy Simpson
Lexington, Kentucky

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March 25, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

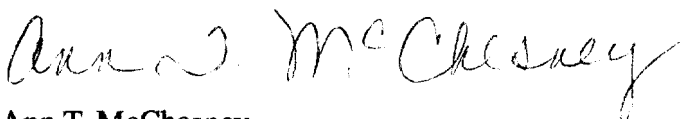
RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and Anderson Middle School PTSA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, US News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless. The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



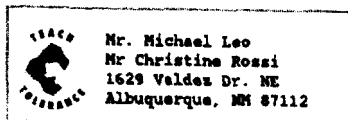
Ann T. McChesney
Berkley, MI

A. McChesney
2016 Edgewood
Berkley, MI 48072

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554



DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Oñate (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Christine Rossi & Michael Leo

Parent Signature(s)
Albuquerque, NM

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SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (~~we are~~) writing on behalf of the National PTA and the Shipley's Choice Element PTA (local, council, district, or state PTA) to voice my (~~our~~) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (~~we~~) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Beth Tush
Millersville, MD 21108

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March 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Collingswood, NJ PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Susan Morely

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March 30, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

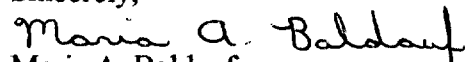
I am writing on behalf of the National PTA and the Cambridge PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so the parents can make decisions about what is appropriate TV programming for their children. Major surveys released this past fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (violence), S (sexual depiction and nudity), and L (language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC, and that it include parents;
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Maria A. Baldauf
W9106 Tall Pines Place
Cambridge, Wisconsin 53523

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Manor Woods Elementary School PTA
11575 Frederick Road
Ellicott City, Maryland 21042

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March 31, 1997

Chairman Reed Hunt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hunt and Commissioners:

RE: CS Docket # 97-55, FCC 97-34

This letter is written on behalf our local PTA of 459 parent and teacher members, and in support of the National PTA, to oppose the v-chip rating system as presented on January 17, 1997 by Jack Valenti, Chair of the TV Rating Implementation Group. The proposed rating system, designed to mimic movie ratings for theaters, does not give parents the information they want and need in order to determine if the program is appropriate for their children. Based on surveys conducted this past fall, parents have expressed clear and consistent opinions that a TV rating system must include a description of the content of the programs, rather than merely a rating that is based on age. We believe it is the role of parents, not the TV industry, to interpret what is best for their children.

We are aware that the FCC must determine if the TV industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe that the proposed ratings, based on the viewer's age, meets the requirement, and request the FCC to not approve this rating system. Rather, we ask the following:

- That the FCC must approve a rating system which includes program content data, such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a v-chip band broad enough so that parents could receive more than one rating system;
- That the TV rating icon on the screen be made larger and appear more frequently during the program;
- That the rating board be comprised of individuals not from the TV & movie industry or the FCC, and include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

We appreciate having the opportunity to respond to this important issue, which has such extensive consequences to children and families.

Respectfully,

Chris Gilliam

Chris Gilliam, PTA President
2972 Poland Springs Drive
Ellicott City, Maryland 21042

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Andrews Elementary P.T.A.
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
191 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- *That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary P.T.A. thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

Portland, Texas

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March 30, 1997

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and myself (as a parent) to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys, conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper, demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs. Parents (and most especially this mother) do not want the TV industry to interpret what is best for our children. I want to make that choice myself based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Bette Straker

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APR 3 1997
Maryland Association
for the **Education of Young Children**

John V. Surr, Public Policy Chair
8217 Lilly Stone Drive, Bethesda, MD 20817-4505
Phone/Fax: (301) 469-9170; e-mail: surr@his.com

DOCKET FILE COPY ORIGINAL
Advocates for Children

April 1, 1997

William Caton, Secretary
Federal Communications Commission
1919 M St., N.W.,
Washington, DC 20554

Re: **Docket #97-55**

Dear Mr. Caton,

Like many others, our organization is vitally concerned with the well-being of America's young children. We are for Maryland the professional organization of those who work with children below the teen years, and we see every day what television means to these children. For several years our organization has participated in the Maryland Campaign for Kids' TV, monitoring television stations in Maryland for the appropriateness of their programs and commercials for young children. In addition I personally have participated actively in shareholder negotiations with GE/NBC management about the appropriateness of NBC programs for children, and I have worked on these issues for the American Bar Association.

We believe that the television industry's rating system announced in December 1996 is unacceptable as a measure of compliance with the Telecommunications Act of 1996, and that the Commission must convene an advisory panel to design an acceptable ratings system, or must work with the industry to develop a system that informs parents of the nature of the adult content of programs their children are about to see.

1. The existing ratings system, closely modelled on the motion picture system, is devoid of information that will allow parents to make informed choices about television programs. Parents have a wide diversity of views about the relative appropriateness of violence, foul language, and sex that appears on the tube in the children's viewing hours, and the existing system provides no basis for them to make family viewing decisions that reflect their values.
2. In addition, the program producers' ability to rate their own programs leads to producers' judgments that must be far more questionable than would be the case with a more specific content-based ratings system.
3. Finally, the existing ratings system makes it far more difficult for you and us to monitor the content and quality for children of television programs than would a more content-specific ratings system. Because of the broadcasters' tendency to abandon their previous self-restraint on programs once they are rated, you and we need to know much more precisely the kinds of adult programs shown on television during

An Affiliate of the National Association for the Education of
Young Children

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children's viewing hours, so that we can work more effectively with the broadcasters to have them exercise responsible self-restraint.

APR 3 1997
FCC MAIL ROOM

My experience in working with network and motion picture executives leads me to believe that they will drag their feet as much as they legally can. They will raise the First Amendment often without any legal justification, and they will insist that a more detailed ratings system will bankrupt them, just as they did about ratings systems in general until the Government put its foot down. We believe that the FCC must act firmly and fast, holding out the olive branch of negotiations while preparing the arrows of an advisory panel should the negotiations break down. Otherwise our young children will continue to suffer from constant exposure to a grossly distorted picture of life. We all pay a heavy price for that.

The comments we make above are based on close and continuing observation of the effects of the television broadcasters' irresponsibility, such as 2-year olds delivering ninja kicks to their classmates, 3-year olds talking about sex, and children of all ages living in an irrational fear of being physically or emotionally assaulted. These have got to stop, and an effective television ratings system is the keystone to a coordinated approach to parents and the public to develop a more civil society.

Sincerely,



John V. Surr
Public Policy Chair

cc: Dr. Rivalee Gitomer, President, MD AEYC
Mr. Richard Chesson, FCC

April 1, 1997

APR 3 1997

Office of the Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

FCC MAIL ROOM

RE: CS DOCKET NO. 97-55
COMMENT ON INDUSTRY PROPOSAL FOR RATING VIDEO
PROGRAMMING

DOCKET FILE COPY ORIGINAL

Dear Secretary:

I am writing to say that I believe the "V-Chip" rating system put forward by the motion picture, television and cable businesses gives parents only the vaguest idea of the content of a given television episode.

That problem is compounded by the fact that each network's producers rate their own programs, so similar programs get very different tags. For example, the episode of the Fox sitcom *Martin* that ran January 27 had implied group sex, crotch grabbing, pelvic thrusts, and at least eight uses of foul language. It was rated TV-PG.

Instead of accepting their responsibility to produce family-friendly programming, the networks now expect parents to make TV viewing choices - without even giving the information parents need to make the choices. The networks and advertisers can now use this system as an excuse if complaints come in, saying that the public was forewarned by the ratings symbol that appears at the beginning of each show.

Please do everything you can to help return this country to its high moral values that we were founded upon.

Sincerely,

Diane Sauer (Name)

930 Lincoln Av (Address)

Pompton Lakes NJ

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Mr and Mrs. H William Swanstrom
14518 Chadbourne Dr
Houston, Tx 77079

March 24, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Spring Forest Middle School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make these choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families

Sincerely,

H. William Swanstrom
H. William Swanstrom

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington DC 20554

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That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families

Sincerely,

Mamie Kellar
14610 River Forest Dr.
Houston, TX 77079

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Andrews Elementary P.T.A.
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
191 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- *That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

Clare Smith & Dan P. Hill

Portland, Texas

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commissions
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Madison Elementary School PTA of Janesville, WI. to voice my opposition to the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on the content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask the FCC not approve the industry rating system. Instead, we request the following:

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- * That the FCC require a V-chip band broad enough that would allow parents to receive more than on rating system;
- * That the rating icon on the TV screen be made larger, or more prominently placed on the screen, and appear more frequently during the course of the program;
- * That the rating board be independent of the industry and the FCC & that it include parents; &
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on this issue so important to children and families.

Sincerely, *Daniel L. Jones*

Janesville, Wisconsin 53545

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Country View PTA

400 North Main Street
Verona, WI 53593

March 27, 1997

Telephone (608) 845-3060

Chairman Reed Hundt and FCC Commissioners
C/O Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and as the President of our local PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- * That the rating board be independent of the industry and the FCC and that it include parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Vickie Laughren

Vickie Laughren, PTA President

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Andrews Elementary P.T.A.
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1900 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

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- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

Jillene Berg, M.D.
Portland, Texas

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